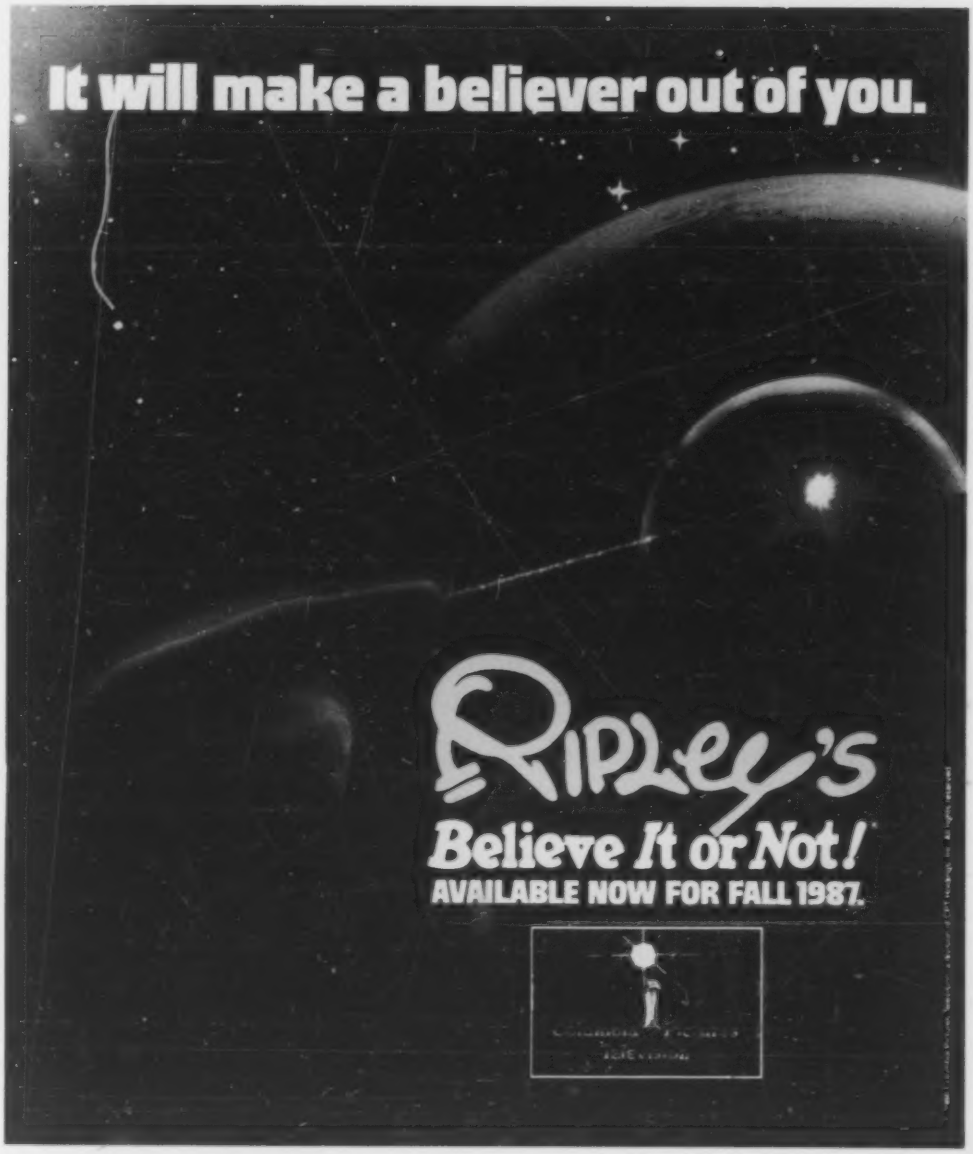
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 6



55th Year 1986

Vol. 111 No. 14

Broadcasting Oct 6

1985 financial figures from BFMA
Congressmen confront FCC on minority preference policy
1986-87 TV household figures from Nielsen, Arbitron

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RADIO TELEVISION · CABLE · SATELLITE

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Vol. 111 No. 14

TOP OF THE WEEK

TOP MARKETS REPORT

Local advertising fuels TV station growth

Only in Boston did national time sales outstrip local, according to survey by BFMA; New York retains number-one revenue rank

The 1985 financial results for television stations in nine of the top 10 markets show that local advertising led the way in helping some markets register strong gains in the post-Olympic year. (The Dallas market was not included because one station has yet to participate in the BFMA program.) Still, the business continues to be an uneven one, with Philadelphia the fastest growing market, posting a 12% increase in "net time sales," while Houston dropped 8%. The latter's results bode poorly for 1986 since the big plunge in oil prices did not begin until the very end of 1985.

Market-wide revenue results were compiled by the accounting firm of Arthur Young & Co. on behalf of the Broadcast Financial Management Association (BFMA) and include virtually every major station in each market. The market rankings by revenue do not correspond exactly to their ranking by television households. In operating revenue New York was first, at $644.7 million; Los Angeles, $629.7 million; Chicago, $354.5 million; San Francisco, $306.3 million; Boston, $261.8 million; Philadelphia, $258.9 million; Houston, $219.5 million; Washington, $191.5 million, and Detroit, $181.8 million.

New York, in fact, widened its lead over Los Angeles from just $1.1 million in revenue in 1984, to $15 million last year. Some had expected Los Angeles to surpass New York in television revenue. Los Angeles did become the highest ranking market in network compensation, more than doubling from the year before to $18.4 million.

Local sales increased faster than national/regional sales in all but one city, Boston. Six of the cities posted double-digit increases in local time sales, led by Chicago, at 16.9%, and followed by Detroit, 15.6%; Philadelphia, 14%; Washington, 13.7%; New York, 12.6%, and San Francisco, 10.1%. The weight between local and national/regional sales ranged from New York, where local comprised 75% of "gross time sales," to Boston, where national was 65.4% of the total.

The revenue survey shows that in almost every city, revenue from barter and trade-out transactions (where advertising time is exchanged for goods and services rather than money) increased faster than overall revenue. However, the barter and trade-out totals are still a small percentage of overall revenue.

BFMA is in the process of extending the revenue surveys to markets 11-25. The organization's compilation of 1985 network revenue, which posted a decline of 3%, was reported in BROADCASTING's July 14 issue.

BFM's breakdown of the nine markets:

New York

WCBS-TV ■ WNEW-TV ■ WPIX ■ WOR-TV ■ WABC-TV ■ WNBC-TV

Network compensation	$16,633,589
Gross local time sales	$557,258,308
Gross national/regional time sales	$185,446,090
Less ad agency commissions	$116,829,428
Net time sales	$625,874,970
Other operating revenue	$2,209,355
Total operating revenue	$644,717,914
Total barter and tradeouts	$14,051,800

Los Angeles

KCBS-TV ■ KTTV ■ KMEX-TV ■ KCOP ■ KTLA ■ KHJ-TV ■ KNBC ■ KABC-TV

Network compensation	$18,373,995
Gross local time sales	$453,018,634
Gross national/regional time sales	$281,358,113
Less ad agency commissions	$127,464,244
Net time sales	$606,912,503
Other operating revenue	$4,448,268
Total operating revenue	$629,734,766
Total barter and tradeouts	$16,524,735

Chicago

WBBM-TV ■ WFLD-TV ■ WGN-TV ■ WLS-TV ■ WMAQ-TV

Network compensation	$7,622,556
Gross local time sales	$232,854,254
Gross national/regional time sales	$173,569,300
Less ad agency commissions	$62,532,737
Net time sales	$343,890,817
Other operating revenue	$3,002,469
Total operating revenue	$354,515,842
Total barter and tradeouts	$8,019,533

Philadelphia

WCAU-TV ■ KYW-TV ■ WPVI-TV ■ WTAF-TV ■ WPHL-TV

Network compensation	$7,910,983
Gross local time sales	$116,180,663
Gross national/regional time sales	$183,069,697
Less ad agency commissions	$49,873,812
Net time sales	$249,376,548
Other operating revenue	$1,574,200
Total operating revenue	$258,861,731
Total barter and tradeouts	$6,411,804

San Francisco

KFTV ■ KPIX ■ KTVU ■ KOFY ■ KBHK-TV ■ KRON-TV ■ KGO-TV

Network compensation	$7,459,622
Gross local time sales	$172,388,458
Gross national/regional time sales	$174,397,354
Less ad agency commissions	$50,783,140
Net time sales	$296,002,672
Other operating revenue	$2,856,769
Total operating revenue	$306,319,063
Total barter and tradeouts	$8,437,912

Boston

WSBK-TV ■ WCVB-TV ■ WBZ-TV ■ WQTV ■ WNEV-TV ■ WLVI-TV ■ WXNE-TV

Network compensation	$6,069,500
Gross local time sales	$102,783,400
Gross national/regional time sales	$194,066,300
Less ad agency commissions	$43,286,800
Net time sales	$253,562,900
Other operating revenue	$2,211,600
Total operating revenue	$261,844,000
Total barter and tradeouts	$7,057,500

Detroit

WJBK-TV ■ WKBD-TV ■ WXON ■ WDIV ■ WXYZ-TV

Network compensation	$6,572,600
Gross local time sales	$108,330,125
Gross national/regional time sales	$92,182,804
Less ad agency commissions	$28,867,914
Net time sales	$171,645,015
Other operating revenue	$3,535,005
Total operating revenue	$181,752,620
Total barter and tradeouts	$4,206,619

Washington

WTTG ■ WDCA-TV ■ WDVM-TV ■ WJLA-TV ■ WRC-TV

Network compensation	$3,966,360
Gross local time sales	$103,267,880
Gross national/regional time sales	$117,975,009
Less ad agency commissions	$34,430,130
Net time sales	$186,812,759
Other operating revenue	$704,923
Total operating revenue	$191,484,042
Total barter and tradeouts	$3,289,893

Houston
KRIV-TV ■ KTRK-TV ■ KHOU-TV ■ KTXH ■ KHTV ■ KPRC-TV

Network compensation	$5,375,205	Net time sales	$211,833,210
Gross local time sales	$96,550,760	Other operating revenue	$2,296,529
Gross national/regional time sales	$155,879,369	Total operating revenue	$219,504,944
Less ad agency commissions	$40,596,919	Total barter and tradeouts	$5,085,601

FCC lambasted by Telcomsubcom over minority stand

Congressmen critical of commission's decision to end preferences

The FCC was taken to task last week by members of the House Telecommunications Subcommittee who chastized Chairman Mark Fowler and Commissioners James Quello, Mimi Dawson, Dennis Patrick and Patricia Dennis for retreating from the agency's long-standing policy awarding minority and female preferences. The lawmakers' are angry because the FCC, in a supplemental brief filed in the U.S. Court of Appeals in Washington, concluded that the preference routinely given minorities and women in comparative hearings for radio and television stations exceeds the agency's statutory and constitutional authority (BROADCASTING, Sept. 22). The legislators attacked the FCC's brief. However, only Quello seemed to distance himself from it.

The FCC officials took their verbal beating at a subcommittee hearing originally called to discuss advertisers' alleged discrimination against minority-owned broadcast stations. Chaired by Representative Cardiss Collins (D-Ill.), the hearing's focus shifted when the FCC issued its brief in the *Steele* case (BROADCASTING, Sept. 29). Joining the hearing, although not members of the subcommittee, were Representatives Matthew Martinez (D-Calif.) and Esteban Torres (D-Calif.) of the Congressional Hispanic Caucus. "This brief is the *Dred Scott* decision of communications law," Torres said.

Outraged at the FCC for, as one member put it, "turning its back" on minorities and women, the legislators (primarily Democrats) grilled the commissioners for more than three hours. Fowler took most of the heat although Dennis, the FCC's newest commissioner, was also a target. Representative Al Swift (D-Wash.) was stunned by the FCC's new position. "I didn't think anything you [the FCC] would do could surprise me," he said. But this time, Swift added, "you astonish me."

Representative Mickey Leland (D-Tex.), a subcommittee member and chairman of the Congressional Black Caucus, announced that he and Collins were introducing legislation that day to codify the agency's minority ownership policy. (When Leland first learned of the FCC's action he vowed to fight it [BROADCASTING, Sept. 22].) Leland accused the FCC of using "fractured logic" in arriving at its decision. And he predicted the agency's quest to reverse its policy would "force a return to the gloomy days when broadcast ownership was a closed shop."

The commission's motives for filing the brief were at issue. Fowler denied the FCC was throwing out the preferences. Instead, he argued, that the agency is only seeking to have the *Steele* case remanded so it can establish a factual record to back its policy of minority preferences.

(The *Steele* case involved a commission decision to award a construction permit for an FM station to a woman largely because of her sex. The D.C. Circuit overturned the decision and said the FCC exceeded its authority in granting the preference. But the U.S. Appeals Court is now rehearing the case and asked the FCC whether granting a women's preference was within the commission's statutory authority and whether that preference policy is constitutional.)

Fowler pointed out that the FCC grants preferences on the "assumption" that minority ownership would lead to program diversity. A factual record on the issue was never developed, he said. However, due to "recent Supreme Court precedent," Fowler said, "the commission is concerned that it may not continue to rely solely upon minority or female ownership and increased program diversity, absent a factual showing that such a correlation does, in fact, exist." Based on that, the chairman said, the FCC asked the court to remand the case so that it can examine these "interrelated questions of law and policy." And furthermore, he noted, the commission is undertaking a proceeding to collect the evidence.

The chairman insisted that the FCC had made no final judgment on the matter of preferences. Nevertheless, he admitted he was troubled by their use and questioned their effectiveness. After years of preference grants, minorities still only own 2% of all broadcast properties, Fowler said. As a general matter, the chairman told the subcommittee, he thinks preferences are unconstitutional.

"My concern is that our race and gender-based policies work more to prevent us from attaining that goal than to assist us," Fowler testified. "Should the commission have the opportunity to address the policy issue on remand, I would want to see evidence that there is more benefit than harm from these policies. Without such evidence, I would prefer to look to other means through which we can bring more minorities and women into the broadcast industry."

The FCC chairman suggested there might be other ways to foster minority ownership. For example, he referred to a proposal he presented the previous day at another subcommittee hearing (see story, page 61). Fowler advocated auctioning off certain non-broadcast frequencies and assigning the proceeds for "soft loans" to "those who wish to become involved in telecommunications and who qualify under a means-based, color-neutral test." He said that if $250 million were earmarked for that purpose, "I am confident that more minorities would be able in just years to enter telecommunications ownership." But, as one witness, responding to Fowler's proposal, later said, "$250 million isn't enough to buy a television station in Los Angeles."

Subcommittee members hammered away at the other commissioners trying to determine where each stood on the contents of the

Swift

Leland

Collins

Fowler

Quello

Dawson

Patrick

Dennis

NBC on a roll; wins first week of fall season

It takes first place in prime time; its news wins second week in row

NBC took the first week of the new prime time season (ended Sept. 28) handily, winning with an average 18.6 rating and a 30 share, against ABC's 15.1/25 and CBS's 14.9/24. A year ago, the numbers ran with NBC on top, but ABC and CBS reversed their finishing order: NBC, 19.3/30, CBS, 17.4/27 and ABC 14.2/22. NBC finished this year's first week with every show pulling at least a 23 share. And the network won the evening news race for the second week in a row, the first time it had done so in five years. NBC News was out front with a 10.9/22, while CBS posted a 10.5/21 and ABC a 10.4/21. Last year the news numbers were: CBS, 13.0/24; NBC, 11.2/21, and ABC 11.0/21.

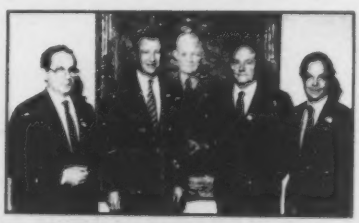
HUT's (homes using television) were down by about four million viewers (from 89 million to 85 million), according to Gerald Jaffe of NBC research. As a percentage figure, HUT's were 61.2% compared to last year's 63.2%.

CBS's David Poltrack said the network's poor numbers in premiere week were probably atypical, due to the lackluster performance of two special programs—the made-for-TV movie *Courage*, with Sophia Loren, and the conclusion of the mini-series *George Washington: The Forging of a Nation*. *Courage* finished 47th with a 12.5/20. *Washington* placed 58th, pulling a 9.8/15.

NBC's Brandon Tartikoff said he was pleased with the performance of *Our House* (Sunday at 7 p.m.), noting that it has boosted the network's share in the time period from a 16 to a 24. He said if that continues, it could prevent CBS from dominating the night as it has in the past. "There doesn't seem to be any immediate disaster area," said Tartikoff of the NBC schedule. "There doesn't seem to be any spot where we need to go to the bullpen."

NBC took four of the week's top five shows, leaving CBS's two-hour premiere of *Dallas* with fourth place (26.5/44). (The show's first hour at 9-10 p.m. beat out NBC's *Miami Vice*, which got a 17.4/28, and *Crime Story* in the second hour.) Of the top 10, NBC took six, while CBS and ABC took two apiece. All was not perfect at NBC, however. *Crime Story* was that network's bottom-ranked show, coming in 43d with a 13.3/23. The bottom 22 programs were split between ABC and CBS, with ABC taking 13 and CBS the remaining nine.

NBC won Monday, Thursday and Saturday. ABC took Tuesday and Wednesday, and CBS took Friday and Sunday. □



They like 'Ike.' A reception for the Public Broadcasting Service special, *Ike* (scheduled to air on Oct. 15), was held at the National Portrait Gallery in Washington. Among those attending (l-r): Gallery director Dr. Alien Fern; Stanley Pace, chairman, General Dynamics, the series's underwriter; E.G. Marshall, who stars as President Eisenhower, and Jay Iselin, president of the producing station, noncommercial WNET(TV) New York.

Rank	Show	Network	Rating	Share
1.	*Cosby Show	NBC	35.0	53
2.	*Family Ties	NBC	32.1	50
3.	*Cheers	NBC	30.0	49
4.	*Dallas	CBS	26.5	44
5.	*Golden Girls	NBC	25.0	46
6.	Stranded	NBC	24.1	38
7.	*Moonlighting	ABC	24.0	38
8.	*Murder, She Wrote	CBS	24.0	38
9.	Raiders of the Lost Ark	ABC	22.7	37
10.	Johnny Carson Special	NBC	22.1	36
11.	Football, Chicago-Green Bay	ABC	22.0	36
12.	*Who's the Boss	ABC	21.9	36
13.	*Amen	NBC	20.6	36
14.	*Matlock	NBC	20.1	32
15.	*Dynasty	ABC	20.1	31
16.	60 Minutes	CBS	19.6	34
17.	Head of the Class	ABC	19.4	30
18.	Sledge Hammer (Tues.)	ABC	18.9	29
19.	*Kate & Allie	CBS	17.9	28
20.	*Hunter	NBC	17.5	33
21.	Gimme a Break	NBC	17.5	27
22.	Perfect Strangers	ABC	17.4	29
23.	*Miami Vice	NBC	17.4	28
24.	*Together We Stand	CBS	17.1	26
25.	Dear Life	NBC	16.8	27
26.	*Highway to Heaven	NBC	16.7	27
27.	Sonny Crow & Mrs. Kind	CBS	16.6	25
28.	The Waltons (Wed.)	ABC	16.6	28
29.	*St. Elsewhere	NBC	15.7	27
30.	*Facts of Life	NBC	16.4	30
31.	*ALF	NBC	16.4	24
32.	*Amazing Stories	NBC	16.4	35
33.	Under the Influence	CBS	16.4	24
34.	*MacGyver	ABC	16.4	24
35.	*Valerie	NBC	16.4	33
36.	Jack & Mike	ABC	16.3	26
37.	Football, NFL game (Sun.)	NBC	16.2	29
38.	Knots Landing	CBS	14.8	25
39.	Easy Street	NBC	14.6	23
40.	Intimate Encounters	NBC	14.2	23
41.	Our House	NBC	14.1	24
42.	*A Team	NBC	13.6	24
43.	Crime Story	NBC	13.3	23
44.	*20/20	ABC	13.2	23
45.	*Kay O'Brien, Surgeon	CBS	13.1	22
46.	Firefighter	CBS	12.6	20
47.	Courage	CBS	12.5	20
48.	*Mike Hammer	CBS	12.1	21
49.	Here in the Family	ABC	12.0	20
50.	*Downtown	CBS	11.9	22
51.	*Sidekicks	ABC	11.8	21
52.	*Webster	ABC	11.7	22
53.	*Simon & Simon	CBS	11.5	18
54.	*Spenser: For Hire	ABC	10.8	19
55.	*Twilight Zone	CBS	10.6	20
56.	*The College	ABC	10.3	16
57.	Life with Lucy	ABC	10.1	16
58.	Celebrate Washington II, part 3	CBS	9.9	15
59.	*Sledge Hammer	ABC	9.6	16
60.	The Wizard	CBS	9.5	15
61.	Ellen Burstyn Show	ABC	8.9	16
62.	Starman	ABC	8.7	15
63.	*Mr. Belvedere	ABC	8.5	13
64.	Heart of the City	ABC	6.9	11
65.	*Our World	ABC	6.6	9

*Indicates premiere episode

Breslin angered by delaying of his TV program

New York columnist takes home town station to task for move;

Jimmy Breslin, host of a new ABC-TV late night talk show and columnist for the *New York Daily News*, is angry that WABC-TV, the network's owned station in New York, is delaying the broadcast of his twice-weekly program (*Jimmy Breslin's People*). So angry that in his column two Sundays ago (Sept. 28), he suggested that the station's vice president and general manager, William Fyffe, "dive in front of a bus." He also said that once his 13-week commitment to the show is up (at the end of December) he won't renew. "I do not intend to be publicly embarrassed in my own city any longer than that," he said. "Obviously, it is impossible for this fellow Fyffe to be embarrassed over anything. He has on the most shameful local news show this city perhaps has ever seen, and Fyffe does not do the honorable thing. I would say that the moment recommends that he do so; step out of his studio and dive in front of a bus."

Asked for a reaction to the column, Fyffe said, "I have a lot of reaction to it, none of which I'm going to say." Fyffe said he would continue to air the Breslin program on a delayed basis, along with ABC's other new late night talk program featuring Dick Cavett. The network was late in putting together the Breslin/Cavett late night package, which is fed to affiliates Tuesday-Friday for the midnight-1 a.m. time period. Many ABC affiliates are delaying broadcasts of the programs because they committed beforehand to new syndicated programs on the market, including *Nightlife with David Brenner*. WABC-TV delays Breslin/Cavett by a half-hour, after *Nightlife*. The network had no comment on the Breslin column. □

Communications Group Inc., Chester, N.J.-based financial consultant. WREB is daytimer on 930 khz with 500 w. *Broker: Kozacko-Horton Co.*

WCBG(AM) Chambersburg, Pa. □ Sold by Four States Broadcasting Station Inc. to Little Mac of Pennsylvania Inc. for $525,000. **Seller** is owned by Norman E. (Bud) Messner and his wife, Molly. It has no other broadcast interests. **Buyer** is owned by John VerStandig. It also owns WAYZ-AM-FM Waynesboro, Pa., and WCEM-AM-FM Cambridge, Md. WCBG is on 1590 khz with 5 kw day and 1 kw night. *Broker: Blackburn & Co.*

WKEG(AM) Washington, Pa. □ Sold by Genas Broadcasting Inc. to William A. Ferguson and David Lambert for $375,000. **Seller** is owned by Joseph P. Nascone, who has no other broadcast interests. **Buyer**, Ferguson, is Pittsburgh-based real estate investor. Lambert owns Pittsburgh-based printing firm. WKEG is daytimer on 1100 khz with 1 kw. *Broker: Ray H. Rosenblum.*

KCTT-AM-FM Yellville, Ark. □ Sold by Adams Broadcasting Co. to Scott Miller for $300,000. **Seller** is owned by John C. Adams, his brother, Don, and Jackie Jefferson. It has no other broadcast interests. **Buyer** is former general manager of WTAZ(FM) Morton, Ill. KCTT is daytimer on 1530 khz with 1 kw. KCTT-FM is on 97.7 mhz with 2.45 kw and antenna 328 feet above average terrain.)

For other proposed and approved station sales, see "For the Record," page 77.

The Media

Nielsen, Arbitron set new TV market rankings

Nielsen will lower minimum reporting standards for stations in market surveys

Nielsen and Arbitron have the new rankings for their respective television markets in place (the effective date is January 1987), and in both cases more markets changed rank than stayed the same. Only 71 of Nielsen's 209 markets retained the same ranking from a year ago, while only 66 of Arbitron's 214 markets retained the same ranking. The new rankings will take effect shortly after Nielsen lowers its minimum reporting standard for stations to be included in local market surveys. The new minimum takes effect in late October, in time for the November sweep. It requires stations to have an average 3% of their markets' cumulative net weekly audience, sign-on to sign-off. That puts Nielsen's TV reporting minimum in line with Arbitron's, which has been 3% for some time. Nielsen's current minimum in most instances is 5% of a market's cumulative weekly audience.

Nielsen did not have an estimate as to how many more stations will be included in its market surveys with the lower reporting standard in place. But PBS has said it will probably add between 40 and 60 public stations to the more than 145 public outlets now surveyed. INTV said last week that it believed another 11 of its 161 members (all commercial independents) would achieve full reporting status in the Nielsen surveys (as opposed to partial or nonreporting status) once the new standard is implemented. Ron Inman, vice president, marketing, INTV, said he believed that with those additions, "close to 95%" of INTV membership would qualify for full reporting status. There are approximately 100 commercial independents that are not members of INTV.

In the top 10 markets, the Dallas-Fort Worth market displaced Washington as the eighth-ranked market on the Nielsen list, with Washington slipping to ninth. The Arbitron list reflected that change last year. In 1987, the only difference in the top 10 on both lists will be that Nielsen continues to rank Cleveland as the 10th-ranked market, and Houston 11th, while Arbitron continues to rank them in the reverse order. The U.S. Census Bureau reported earlier this year that in terms of total population, the San Francisco Bay area surpassed Philadelphia as the nation's fourth largest market, with the latter falling to fifth place. But both rating companies still have Philadelphia ranked fourth and San Francisco ranked fifth, and note that an increase in a market's total population does not necessarily mean that television homes expand proportionately with the body count. The Census Bureau also reported that the Dallas-Fort Worth metro area also surpassed Washington in total population, making the former the ninth largest market in the country, with Washington dropping to 10th.

The top nine television markets, according to both measurement services, remain (in order): New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston,

Exclusive Listings

— 4 Top-100 sunbelt growth markets; all Class C FM's; strong cash flow $40–50 million

— 4 Protected markets outside Top-100; Southeast and Central; cash flow with upside; Terms. $13–15 million.

— Class C FM; Texas growth market, Turnaround, in format. $10 million.

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Detroit, Dallas-Fort Worth and Washington.

In other changes in the top-50 to take effect next year, Nielsen reports Atlanta and Pittsburgh reversing order, to 12th and 13th respectively. The next two markets also reverse their order according to Nielsen, with Tampa-St. Petersburg climbing a notch to 14th and Seattle-Tacoma falling to 15th. Aribitron also has Atlanta climbing to 12th, but from 15th, with Pittsburgh dropping a notch to 13th. Arbitron has Miami retaining 14th place, with Minneapolis-St. Paul stepping up a peg to 15th, while Seattle-Tacoma falls from 13th to 16th place. Nielsen has Miami-Fort Lauderdale and Minneapolis-St. Paul retaining their positions at 16th and 17th, respectively. Both services round out the top-20 with St. Louis in 18th, Denver, 19th and Sacramento-Stockton, 20th, the same as last year.

In markets 21-30, Nielsen reports Phoenix climbing from 23d to 21st place, while Baltimore slips a notch to 22d and Indianapolis slips as well, from 22d to 23d. Hartford-New Haven, Portland, Ore., San Diego and Orlando-Daytona remain in place (markets 24-27 respectively), according to Nielsen. That service also reports that Kansas City and Milwaukee each climbed a notch to 28th and 29th, respectively, while Cincinnati drops from 28th to 30th. In the new Aribitron rankings, Baltimore and Phoenix retain their positions as the 21st- and 22d-ranked markets, respectively. However, the next two markets reverse order from a year ago, with Hartford-New Haven becoming market 23 and Indianapolis becoming market 24. San Diego and Portland, Ore., also reverse order on the Arbitron list, with the former assuming 25th place and the latter 26th. Orlando-Daytona Beach-Melbourne remains the 27th ranked market, while Cincinnati steps up a notch to 28th, Kansas City rises by one to 29th and Milwaukee drops two to 30th.

On both the Nielsen and Arbitron lists, Nashville and Charlotte remain in place at 31st and 32d repectively. Nielsen also has New Orleans staying in place at 33d, while Aribitron has that market stepping up a notch to 33rd, switching places with Columbus, Ohio, which becomes 34th. On the Nielsen list the next two markets flip-flopped with Greenville-Spartanburg-Asheville stepping up to 34th and Buffalo dropping to 35th. Nielsen also reports the next three pairs of markets reversing order too, with Oklahoma City climbing to 36th, dropping Columbus to 37th, and Raleigh-Durham rising to 38th, dropping Birmingham to 39th. Grand Rapids-Kalamazoo-Battle Creek steps up to 40th, dropping Salt Lake City to 41st. The Arbitron list shows Raleigh-Durham rising three pegs to 35th, with the next three markets dropping a notch each—Buffalo to 36th, Oklahoma City to 37th, and Greenville-Spartanburg-Asheville to 38th. Arbitron then has Memphis climbing one step to 39th, bouncing Salt Lake City down to 41st, while Grand Rapids-Kalamazoo-Battle Creek steps up a peg to 40th.

Nielsen reported Providence-New Bedford and Memphis remaining in place at 42d and 43d, respectively, while the next two markets reversed order, with San Antonio assuming 44th and Harrisburg-Lancaster-Lebanon-York dropping to 45th. Nielsen said that Norfolk-Portsmouth-Newport News climbed two notches to 46th, bumping Wilkes Barre-Scranton down a notch to 47th, in turn bumping Louisville down a peg to 48th. Charleston-Huntington remained in place at 49th, while Dayton made its way to the top-50, in 50th place, bouncing Albany-Schenectady-Troy to 52d. Arbitron, like Nielsen, reports Providence-New Bedford staying in place at 42d, followed by Birmingham, which Arbitron has jumping from 47th to 43d. Arbitron also reports San Antonio reversing order with Harrisburg-Lancaster-Lebanon, with the former in 44th and the latter dropping to 45th. Norfolk-Portsmouth-Newport News-Hampton remained in 46th place, Arbitron said, while Charleston-Huntington fell from 43d to 47th. Dayton, Louisville and Greensboro-Winston Salem-High Point rounded out Arbitron's top-50 (48th, 49th and 50th, respectively) with no change from a year ago.

Most of the market rank changes involved markets rising or dropping one or two positions on the list, but some jumped by five or more positions. The biggest gain made by a market was Arbitron's Tyler market, which becomes the hyphenated Tyler-Longview market, jumping from 154th to 125th. Arbitron also hyphenated the Cheyenne-Scottsbluff market, which jumps from 202d to 188th. Substantial changes in other markets are due primarily to additions or deletions of counties within them. Among other big gainers and declinees on the Arbitron list: Shreveport-Texarkana, down nine rungs to 62d; Austin, up seven to 79th; Springfield-Decatur-Champaign, up seven to 75th;

The week of the child. The Rayburn House Office Building on Capitol Hill was visited last Wednesday (Oct. 1) by Big Bird, Mickey and Minnie Mouse and Captain Kangaroo. The occasion was a press conference sponsored by Action for Children's Television to kick off National Children's Television Awareness Week (Oct. 12-18), the beginning of a year-long effort to focus on the use of television for the education of children. Representatives of 10 children's television and cable programs and more than 50 child-related organizations attended. Representative Tim Wirth (D-Colo.), chairman of the House Subcommittee on Telecommunications, acted as host. He is author of legislation that would require commercial television stations to carry at least seven hours of educational children's programing per week (see "Where Things Stand," this issue). Wirth urged parents, educators, broadcasters and public policy makers to "work together to make television the positive force that it can and should be for our young."

KDKA-TV Pittsburgh and ACT announced they will create a series of 10 public service announcements, "TV Smart Tips," for children and adults. The PSAs will air on the five Westinghouse television stations and on the 46 stations participating in Group W's "For Kids' Sake" campaign (BROADCASTING, Sept. 29), and then will be made available to all television stations free. Among the personalities to be featured on the PSAs is David Birney of PBS's *WonderWorks*.

Pictured above left: John Cooke, president, The Disney Channel. Above right (l-r): Senator Frank Lautenberg (D-N.J.), Representative John Bryant (D-Tex.), Peggy Charren, president, Action for Children's Television, and Wirth.

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Youngstown, up five to 87th; Burlington-Plattsburgh, up five to 93d; Augusta, up six to 99th; Fort Myers-Naples, up six to 101st; Columbus, Ga., down six to 121st; Sioux City, up six to 123d; Yakima, down five to 128th; Wheeling-Steubenville, down 10 to 134th; La Crosse-Eau Claire, down nine to 136th; Columbia-Jefferson City, down five to 142d; Rochester-Mason City-Austin, down seven to 149th; Lubbock, down nine to 150th; Rapid City, down six to 167, and Alexandria, Minn., down nine to 183d. Arbitron folded two markets, Selma and Anniston, into other markets. It added Farmington, N.M.

On the Nielsen list, the big gainers and losers were: Youngstown, down six to 88th; Burlington-Plattsburgh, up six to 90th; Fort Wayne, up to five 102d; Fort Myers-Naples, up six to 103d; Wilmington, up six to 116th; Harlingen-Weslaco-Brownsville, up five to 119th; Wheeling-Steubenville, down nine to 126th; Beaumont-Port Arthur, down six to 127th; Odessa-Midland, up eight to 139th; Beckley-Bluefield-Oak Hill, up seven to 141st; Mason City-Austin-Rochester, down five to 148th, and Lubbock, down eight to 149th.

Nielsen

86-87	85-86	Market	TV households
1	1	New York	6,790,630
2	2	Los Angeles	4,516,800
3	3	Chicago	3,063,370
4	4	Philadelphia	2,550,780
5	5	San Francisco-Oakland	2,106,360
6	6	Boston	2,008,300
7	7	Detroit	1,668,650
8	9	Dallas-Ft. Worth	1,596,730
9	8	Washington	1,585,140
10	10	Cleveland-Akron	1,445,230
11	11	Houston	1,442,080
12	13	Atlanta	1,224,160
13	12	Pittsburgh	1,199,850
14	15	Tampa-St. Pete-Sarasota	1,199,760
15	14	Seattle-Tacoma-Bell.	1,193,980
16	16	Miami-Ft. Lauderdale	1,190,960
17	17	Minneapolis-St. Paul	1,175,750
18	18	St. Louis	1,053,180
19	19	Denver	1,004,850
20	20	Sacramento-Stockton, Calif.	909,840
21	23	Phoenix	903,010
22	21	Baltimore	887,430
23	22	Indianapolis	885,800
24	24	Hartford-New Haven, Conn.	813,230
25	25	Portland, Ore.	798,760
26	26	San Diego	786,400
27	27	Orlando-Dytn Bch-Melborne	748,850
28	29	Kansas City	710,520
29	30	Milwaukee	700,830
30	28	Cincinnati	698,480
31	31	Nashville	685,190
32	32	Charlotte, N.C.	655,230
33	33	New Orleans	642,610
34	35	Greenvl-Sprtnbg-Ashvl, N.C.	625,280
35	34	Buffalo	615,540
36	37	Oklahoma City	609,210
37	36	Columbus, Ohio	608,070
38	39	Raleigh-Durham, N.C.	600,880
39	38	Birmingham-Anniston, Ala.	594,140
40	41	Gr Rpds-Kalmzoo, Mich.	586,340
41	40	Salt Lake City	583,690
42	42	Providence, R.I.-N.Bed, Mass.	581,610
43	43	Memphis	570,520
44	45	San Antonio	531,520
45	44	Harrisburg-York-Lanc-Leb, Pa.	527,130
46	48	Nflk-Prtsmth-Nprt Nws, Va.	523,170
47	46	Wilkes Barre-Scranton, Pa.	517,140
48	47	Louisville, Ky.	501,850
49	49	Charleston-Huntington, W.Va.	496,010
50	51	Dayton, Ohio	495,860
51	52	Grnsbro-Winstn Slm, N.C.	489,520
52	50	Albany-Schenectady-Troy	484,910
53	53	Tulsa, Okla.	460,830
54	56	Rhmnd-Ptrsbg-Chrtvl, Va.	451,910
55	54	Little Rock-Pine Bluff, Ark.	450,250
56	55	Flint-Saginaw-Bay City, Mich.	445,730
57	57	Shreveport, La.	445,190
58	58	West Palm Beach-Ft. Pierce	445,120
59	59	Mobile, Ala.-Pensacola, Fla.	427,740
60	61	Knoxville, Tenn.	423,290
61	64	Jacksonville, Fla.	421,540
62	60	Wichita-Hutchinson, Kan.	419,790
63	63	Fresno-Visalia, Calif.	411,780
64	62	Toledo, Ohio	410,470
65	65	Albquerque-Santa Fe	401,660
66	66	Syracuse, N.Y.	376,230
67	67	Green Bay-Appleton, Wis.	367,900
68	68	Des Moines-Ames, Iowa	365,690
69	70	Rochester, N.Y.	351,040
70	69	Omaha	348,300
71	71	Roanoke-Lynchburg, Va.	345,680
72	75	Honolulu	330,080
73	73	Davenport-Rock Is.-Moline, Ill.	329,310
74	77	Pduch, Ky.-Cp Girdeau, Ill.	324,580
75	76	Chmpgn-Spmgfld-Dctr, Ill.	324,440
76	74	Cdr Rpds-Wtloo-Dbque, Iowa	322,700
77	79	Austin, Tex.	318,510
78	78	Spokane, Wash.	316,560
79	80	Lexington, Ky.	314,000
80	72	Portland-Auburn, Me.	301,810
81	85	Tucson-Nogales, Ariz.	296,660
82	82	Chattanooga	294,340
83	86	Springfield, Mo.	288,650
84	83	Jackson, Miss.	287,560
85	81	Johnstown-Altoona, Pa.	286,330
86	84	South Bend-Elkhart, Ind.	283,060
87	87	Birstl-Kngsprt-Jhnsn Cty, Tenn.	278,530
88	94	Youngstown, Ohio	275,720
89	88	Huntsville-Decatur, Ala.	264,710
90	96	Bringtn, Vt.-Pittsbrgh, N.Y.	261,960
91	91	Columbia, S.C.	260,880
92	90	Baton Rouge	258,630
93	89	Lncln-Hstngs-Krny, Neb.	256,630
94	92	Evansville, Ind.	254,480
95	93	Grnvle-New Brn-Wash, N.C.	243,940
96	95	Springfield-Holyoke, Mass.	237,700
97	98	Las Vegas	234,110
98	101	Waco-Temple, Tex.	229,580
99	99	El Paso	229,320
100	102	Colorado Springs-Pueblo	226,230
101	100	Sioux Falls-Mitchell, S.D.	224,610
102	97	Ft. Wayne, Ind.	222,480
103	109	Ft. Myers-Naples, Fla.	215,130
104	103	Peoria-Bloomington, Ill.	214,890
105	104	Lansing, Mich.	214,310
106	105	Fargo-Valley City, N.D.	212,490
107	107	Augusta, Me.	211,870
108	106	Madison, Wis.	211,650
109	108	Charleston, S.C.	208,090
110	110	Savannah, Ga.	205,100
111	111	Montgomery, Ala.	200,040
112	112	Monterey-Salinas, Calif.	198,320
113	113	Lafayette, La.	196,130
114	115	Snta Brbra-Snta Mra, Calif.	192,400
115	114	Rockford, Ill.	191,680
116	122	Wilmington, Del.	181,600
117	118	Monroe, La.-El Dorado, Ark.	180,820
118	119	Columbus, Ga.	179,230
119	124	Hrlngn-Wslco-Brnsvlle, Tex.	177,160
120	116	Amarillo, Tex.	175,880
121	120	Terre Haute, Ind.	175,010
122	123	Joplin, Mo.-Pittsburg, Kan.	174,700
123	127	Corpus Christi, Tex.	173,380
124	125	Duluth, Minn.-Superior, Wis.	172,160
125	128	Binghamton, N.Y.	170,750
126	117	Whing, W.Va.-Stubnville, Ohio	170,410
127	121	Beaumont-Port Arthur, Tex.	169,150
128	126	Yakima, Wash.	165,810
129	130	Talla, Fla.-Thmsvlle, Ga.	163,460
130	129	Wausau-Rhinelander, Wis.	162,210
131	131	Reno	161,570
132	133	Sioux City, Iowa	159,330
133	132	Wchita Falls, Tex.-Lwtn, Okla.	158,570
134	135	Macon, Ga.	156,340
135	134	Eugene, Ore.	156,010
136	135	La Crosse-Eau Claire, Wis.	155,140
137	137	Traverse City-Cadillac, Mich.	154,580
138	138	Erie, Pa.	152,590
139	147	Odessa-Midland, Tex.	151,410
140	139	Boise, Idaho	150,750
141	148	Bckly-Blue-Oak Hill, W.Va.	150,100
142	144	Bakersfield, Calif.	149,690
143	142	Cmbs-Tupelo-West Pt., Miss.	149,450
144	140	Chico-Redding, Calif.	147,700
145	145	Minot-Bsmrck-Dckinson, N.D.	144,120
146	146	Columbia-Jefferson City, Mo.	143,050
147	149	Ft. Smith, Ark.	142,260
148	143	Msn City-Astn-Rochstr, Minn.	141,730
149	141	Lubbock, Tex.	136,160
150	150	Topeka, Kan.	134,870
151	152	Bangor, Me.	125,150
152	156	Medford-Klamath Falls, Ore.	124,700
153	153	Albany, Ga.	124,620
154	151	Quincy-Hnnibl, Mo.	123,400
155	154	Tyler, Tex.	122,390
156	155	Abilene-Sweetwater, Tex.	116,100
157	158	Anchorage	113,210
158	157	Florence, S.C.	110,790
159	159	Dothan, Ala.	103,310
160	160	Utica, N.Y.	99,600
161	161	Idaho Falls-Pocatello	97,730
162	161	Rapid City, S.D.	96,360
163	163	Alexandria, La.	88,720
164	162	Billings, Mont.	88,530
165	166	Palm Springs, Calif.	88,270
166	164	Hattiesburg-Laurel, Miss.	88,210
167	165	Salisbury, Md.	85,500
168	168	Clarksburg-Weston, W.Va.	81,410
169	169	Greenwood-Greenvlle, Miss.	80,740
170	170	Gainesville, Fla.	79,500
171	171	Lake Charles, La.	75,890
172	172	Meridian, Miss.	74,300
173	176	Panama City, Fla.	72,200
174	176	Missoula, Mont.	71,960
175	174	Elmira, N.Y.	71,200
176	173	Ada-Ardmore, Okla.	70,470
177	183	Roswell, N.M.	67,840
178	177	Jonesboro, Ark.	67,520
179	181	Biloxi-Gulfport, Miss.	66,510
180	179	Great Falls, Mont.	66,500
181	178	Yuma-El Centro, Ariz.	66,090
182	180	Watertown, Me.	66,000
183	182	Parkersburg, W.Va.	61,450
184	184	St. Joseph, Mo.	58,610
185	185	Grnd Jnctn-Montrse, Colo.	56,960
186	187	Casper-Riverton, Wyo.	53,530
187	186	Mankato, Minn.	52,080
188	189	Marquette, Mich.	51,870
189	188	Eureka, Calif.	50,580
190	191	Cheyenne-Scottsbluff, Wyo.	50,270
191	190	Alexandria, Minn.	49,820
192	192	Butte, Mont.	46,390
193	193	Jackson, Tenn.	45,320
194	194	Ottumwa-Kirksville, Iowa	44,400
195	195	San Angelo, Tex.	44,050
196	196	Lima, Ohio	40,210

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86-87	85-86	Market	TV households
197	197	Bowling Green, Ky.	37,700
198	199	Laredo, Tex.	33,980
199	200	Harrisonburg, Va.	32,840
200	201	Zanesville, Ohio	31,190
201	202	Presque Isle, Me.	28,970
202	198	Victoria, Tex.	26,540
203	203	Twin Falls, Idaho	25,690
204	205	Bend, Ore.	25,430
205	204	Fairbanks, Alaska	25,230
206	206	Helena, Mont.	20,290
207	208	Alpena, Mich.	15,330
208	207	North Platte, Neb.	14,590
209	209	Glendive, Mont.	5,460

Arbitron

86-87	85-86	Market	TV households
1	1	New York	6,814,200
2	2	Los Angeles	4,532,700
3	3	Chicago	3,066,700
4	4	Philadelphia	2,641,400
5	5	San Francisco	2,077,000
6	6	Boston	2,037,700
7	7	Detroit	1,684,300
8	8	Dallas-Fort Wurth	1,605,200
9	9	Washington	1,563,600
10	10	Houston	1,457,400
11	11	Cleveland	1,413,400
12	15	Atlanta	1,224,400
13	12	Pittsburgh	1,209,000
14	14	Miami	1,202,400
15	16	Minneapolis-St Paul	1,199,800
16	13	Seattle-Tacoma	1,194,300
17	17	Tampa-St Petersburg, Fla.	1,090,400
18	18	St Louis	1,052,300
19	19	Denver	1,029,700
20	20	Sacramento-Stockton, Calif.	931,800
21	21	Baltimore	893,100
22	22	Phoenix	892,000
23	24	Hartford-New Haven, Conn.	821,500
24	23	Indianapolis	818,300
25	26	San Diego	787,000
26	25	Portland, Ore.	785,700
27	27	Orlnd-Day Bch-Melbrn, Fla.	753,000
28	29	Cincinnati	711,900
29	30	Kansas City	705,400
30	28	Milwaukee	699,500
31	31	Nashville	685,200
32	32	Charlotte, N.C.	663,800
33	34	New Orleans	650,900
34	33	Columbus, Ohio	649,600
35	38	Raleigh-Durham, N.C.	620,400
36	35	Buffalo, N.Y.	614,400
37	36	Oklahoma City	613,500
38	37	Grnvle-Sprtnbrg-Ash, N.C.	609,100
39	40	Memphis	587,600
40	41	Grnd Rpds-Klmzoo, Mich.	585,300
41	39	Salt Lake City	581,700
42	42	Prvdnc, R.I.-New Bdfrd, Mass.	569,600
43	47	Birmingham, Ala.	555,500
44	45	San Antonio, Tex.	531,000
45	44	Hrrsbrg-Yrk-Lncstr-Lbnon, Pa.	527,900
46	46	Nrflk-Prtsmth-Newprt Nws, Va.	526,000
47	43	Charleston-Huntington, W.Va.	517,100
48	48	Dayton, Ohio	506,300
49	49	Louisville, Ky.	505,000
50	50	Grnsbro-Winstn Slm, N.C.	504,400
51	51	Albny-Schnctdy-Try, N.Y.	482,700
52	52	Tulsa	468,100
53	55	Little Rock, Ark.	452,200
54	56	W Plm Bch-Ft Pc-Vro Bch, Fla.	447,800
55	57	Mobile, Ala.-Pnsca, Fla.	435,500
56	54	Flnt-Sginaw-Bay Cty, Mich.	433,300
57	61	Jacksonville, Fla.	426,700
58	59	Wichita-Hutchinson, Kan.	421,700
59	58	Wilks Barre-Scrtn, Pa.	421,600
60	63	Richmond, Va.	415,800
61	60	Knoxville, Tenn.	413,900
62	53	Shrveprt, La.-Txrkna, Tex.	407,700
63	64	Fresno-Visalia, Calif.	405,100
64	65	Toledo, Ohio	397,900
65	62	Albuquerque, N.M.	388,100
66	66	Des Moines, Iowa	379,300
67	67	Syracuse, N.Y.	372,900
68	68	Green Bay-Appleton, Wis.	362,900
69	70	Omaha	354,300
70	71	Rochester, N.Y.	350,100
71	72	Roanoke-Lynchburg, Va.	339,800
72	79	Austin, Tex.	329,000
73	77	Lexington, Ky.	328,200
74	74	Dvnprt, Iowa-Rck Is-Moline, Ill.	327,800
75	73	Cdr Rpds-Wtloo-Dbque, Iowa	325,100
76	69	Sprngfld-Dctr-Chmpgn, Ill.	320,200
77	75	Pduch, Ky.-Cp Grdeau, Mo.	316,700
78	78	Spokane, Wash.	313,900
79	76	Portland-Poland Spring, Me.	303,300
80	80	Chattanooga	301,700
81	82	Tucson	301,000
82	86	Bstl-Kingspt-Jhnsn City, Tenn.	287,600
83	83	Springfield, Mo.	284,400
84	84	South Bend-Elkhart, Ind.	282,600
85	85	Jackson, Miss.	280,900
86	81	Johnstown-Altoona, Pa.	280,000
87	92	Youngstown, Ohio	275,200
88	87	Columbia, S.C.	273,000
89	89	Hntsvle-Dcatr-Firence, Ala.	265,700
90	88	Evansville, Ind.	264,000
91	91	Baton Rouge, La.	258,600
92	90	Lncln-Hstngs-Krny, Neb.	257,300
93	98	Brlngtn, Vt.-Pittsbrgh, N.Y.	246,600
94	96	Las Vegas	231,400
95	94	Waco-Temple, Tex.	229,300
96	97	Grnvlle-New Brn-Wash, N.C.	228,200
97	93	Fort Wayne, Ind.	221,700
98	95	Sioux Falls-Mitchell, S.D.	218,100
99	105	Augusta, Ga.	215,700
100	99	Colorado Springs-Pueblo	215,500
101	107	Fort Myers-Naples, Fla.	214,800
102	100	Lansing, Mich.	214,600
103	100	Peoria, Ill.	214,100
104	102	Fargo, N.D.	212,900
105	104	El Paso, Tex.	212,000
106	103	Springfield, Mass.	211,000
107	109	Madison, Wis.	210,700
108	116	Montgomery-Selma, Ala.	209,500
109	106	Charleston, S.C.	208,000
110	108	Savannah,Ga.	205,900
111	110	Salinas-Monterey, Calif.	198,400
112	111	Lafayette, La.	196,600
113	113	Snta Brbra-Snta Maria, Calif.	192,100
114	112	Rockford, Ill.	191,000
115	114	Monroe, La.-El Dorado, Ark.	181,200
116	117	McAllen-Brownsville, Tex.	179,200
117	118	Amarillo, Tex.	177,400
118	119	Joplin, Mo.-Pittsburg, Kan.	175,600
119	121	Corpus Christi, Tex.	174,500
120	120	Dlth, Minn.-Suprior, Wis.	173,000
121	115	Columbus, Ga.	172,400
122	122	Beaumont-Port Arthur, Tex.	170,500
123	129	Sioux City, Iowa	167,700
124	125	Reno	166,600
125	154	Tyler-Longview, Tex.	165,300
126	126	Wchta Fls, Tex.-Lwtn, Okla.	162,900
127	131	Terre Haute, Ind.	161,900
128	123	Yakima, Wash.	161,500
129	130	Tallhssee, Fla.-Thmsvlle, Ga.	161,300
130	128	Wausau-Rhinelander, Wis.	161,100
131	132	Macon, Ga.	158,900
132	134	Binghamton, N.Y.	156,200
133	133	Eugene, Ore.	155,300
134	124	Wheel-Stubnvlle, W.Va.	155,200
135	135	Columbus-Tupelo, Miss.	154,900
136	127	La Crs-Eau Clr, Wis.	154,200
137	138	Erie, Pa.	153,600
138	136	Boise	153,200
139	139	Trvrse City-Cadillac, Mich.	153,000
140	144	Odessa-Midland, Tex.	152,600
141	140	Chico-Redding, Calif.	149,900
142	137	Colmbia-Jffrsn City, Mo.	149,400
143	147	Bluefld-Beckly-Oak Hill, W.Va.	145,900
144	145	Florence, S.C.	145,100
144	143	Topeka, Kan.	145,100
146	146	Minot-Bsmrck-Dcknsn, N.D.	144,100
147	149	Ft Smith, Ark.	143,700
148	148	Bakersfield, Calif.	142,400
149	142	Rchstr-Msn City-Astn, Minn.	141,900
150	141	Lubbock, Tex.	137,500
151	152	Quincy-Hannibal, Mo.	137,200
152	151	Wilmington, Del.	133,200
153	150	Albany, Ga.	132,500
154	153	Bangor, Me.	124,500
155	156	Medford, Ore.	123,200
156	157	Sarasota, Fla.	116,200
157	155	Abln-Swtwtr, Tex.	116,100
158	158	Utica, N.Y.	102,100
159	159	Idho Fls-Pocatllo	101,500
160	160	Dothan, Ala.	97,600
161	163	Alexandria, La.	89,600
162	164	Laurel-Hattiesburg, Miss.	89,400
163	165	Billings-Hardin, Mont.	88,400
164	166	Salisbury, Md.	86,000
165	167	Elmira, N.Y.	85,000
166	162	Clarksburg-Weston, W.Va.	84,700
167	161	Rapid City, S.D.	82,100
168	168	Greenwood-Greenville, Miss.	81,400
169	170	Gainesville, Fla.	80,800
170	169	Watertown-Carthage, N.Y.	79,100
171	175	Panama City, Fla.	78,300
172	171	Lake Charles, La.	76,400
173	176	Missoula, Mont.	76,300
174	173	Ardmore-Ada, Okla.	70,900
175	177	Grnd Jnctn-Drngo, Colo.	68,300
176	178	Jonesboro, Ark.	67,500
177	174	Meridian, Miss.	66,900
178	178	Great Falls, Mont.	66,300
179	180	Blxi-Gifprt-Pscgla, Miss.	64,100
180	181	Roswell, N.M.	61,800
181	183	Palm Springs	61,000
182	182	El Centro-Yuma, Ariz.	58,900
183	172	Alexandria, Minn.	58,500
184	185	Casper-Riverton, Wyo.	55,500
185	186	Marquette, Mich.	54,900
186	187	Tuscaloosa, Ala.	52,300
187	184	Eureka, Calif.	51,100
188	189	Butte, Mont.	48,400
189	188	St Joseph, Mo.	47,000
190	192	San Angelo, Tex.	46,300
191	190	Jackson, Tenn.	45,800
192	191	Lafayette, Ind.	45,400
192	202	Cheyenne-Scotts Bluff, Wyo.	45,400
194	194	Hagerstown, Md.	40,300
195	195	Lima, Ohio	40,100
196	197	Charlottesville, Va.	38,700
197	196	Bowling Green, Ky.	38,100
198	198	Parkersburg, W.Va.	35,300
199	199	Laredo, Tex.	34,200
200	200	Harrisonburg, Va.	33,700
201	—	Farmington, N.M.	31,800
202	201	Zanesville, Ohio	31,000
203	202	Twin Falls, Idaho	30,500
204	204	Otmwa, Iowa-Krksvlle, Mo.	29,200
205	205	Presque Isle, Me.	28,600
206	206	Flgstff, Ariz.	26,900
207	207	Victoria, Tex.	26,700
208	208	Bend, Ore.	24,800
209	209	Mankato, Minn.	23,300
210	210	Helena, Mont.	18,600
211	212	North Platte, Neb.	18,500
212	213	Alpena, Mich.	10,900
213	214	Glendive, Mont.	5,300

DEPENDABLE.

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■ Milton-Freewater, Ore.—Blanca Gaukroger seeks 97.9 mhz; 3 kw; HAAT: 272.8 ft. Address: Rt. 1, 26 Couse Creek Rd., 97862. Principal has no other broadcast interests. Filed Sept. 18.

■ Milton-Freewater, Ore.—Nanette Markunas seeks 97.9 mhz; 500 w; HAAT: 731 ft. Address: P.O. Box 2576, Montauk, N.Y. 11954. Principal has no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Paolella-Csop Co. seeks 97.9 mhz; 3 kw; HAAT: 327.1 ft. Address: Jones School Square, 150 East Eighth Street, Erie, Pa. 16507-0819. Principal is owned equally by Beverlye Paolella and her husband, Clarence Paolella (25% each), and Shirley Csop and her husband, Michael Csop (25% each). Clarence Paolella is general manager and general sales manager of WICU-TV Erie, where Michael Csop is chief engineer. Filed Sept. 18.

■ Edinboro, Pa.—Northwest Radio Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 111 Granite Street, Aliquippa, Pa. 15001. Principal is owned by Marilee Ruscitti (85%), her husband, Ted (10%), and Joyce Papuzek. Ruscittis own WBVP(AM)-WWKS(FM) Beaver Falls, Pa., and have less than 1% interest in Taft Broadcasting. Filed Sept. 18.

■ Edinboro, Pa.—ADM Communications seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 25 Woodside Drive, McKean, Pa. 16426. Principal is owned equally by David Adams, Richard Gaillard, Thomas Fadale and John Mead, who have no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Jeanine Joynt seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Box 135, Sayre, Pa. 18840. Principal has no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Susan B. Klaus seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 19015 Van Aken Blvd. #214, Shaker Heights, Ohio 44122. Klaus's father, Richard Klaus, is general manager and has interest in WKNT(AM-WNIR(FM) Kent, Ohio, where his wife is public affairs director and his sister is station manager. Susan Klaus's brother, Robert, is vice president of WKNT-WNIR. Filed Sept. 18.

■ Edinboro, Pa.—H.A.M. Broadcasting Co. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Principal is owned by Deborah Mondell (25%); her husband, Thomas Mondell (25%); William Askin (25%) and Cathy Addessi (25%). Mondells and Askin are applicants for new FM at Grove City, Ohio. Askin is audio-video technician at WTAE-TV Pittsburgh. Filed Sept. 18.

■ Edinboro, Pa.—Jeremy Warren and Cole Hughley seek 97.9 mhz; 3 kw; HAAT: 326.69 ft. Address: 7728 Keswick Road, Powell, Tenn. 37849. Principal is equal partnership with no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Edinboro Media Co. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 4 Estanolle Street, Greenville, S.C. 29615. Principal is owned by J.R. McClure, who also has interest in WMAX(AM) Grand Rapids, Mich.; KKK(FM) Odessa, Tex., and is president of nonprofit religious broadcasting corp. His son, J.R. McClure Jr., has interest in same stations. His wife, Frances McClure, is applicant for new FM at Las Vegas. His son J. Stephen is applicant for new FM at Richmond, Va. Filed Sept. 18.

■ Beeville, Tex.—Trojan Broadcasting seeks 97.9 mhz; 3 kw; HAAT: 300 ft. Address: 115 West Avenue D, Robstown, Tex. 78380. Principal is owned by brothers, Humberto Lopez Jr. (49%) and Carlos Lopez (51%). Carlos Lopez has interest, with his parents, Humberto and Minerva Lopez, in app. for new TV at Robstown. Filed Sept. 17.

■ Beeville, Tex.—Trey Broadcast Communications Inc. seeks 97.9 mhz; 3 kw; HAAT: 304.40 ft. Address: 1511 West Milam, Beeville, Tex. 78102. Principal is owned by Rudy Trevino, who is anchor and reporter with KRIS-TV Corpus Christi, Tex., and announcer with KCCT(AM) Corpus Christi, has no other broadcast interests. Filed Sept. 18.

New TV's

■ Dothan, Ala.—Broadcast Associates Inc. seeks ch. 60; ERP vis. 1,759 kw; aur. 175 kw; HAAT: 1,756 ft. Address: 2. Principal is owned by Denise McGowan, her husband, Steve, owns WORJ-FM Ozark, Ala. Filed Sept. 18.

■ Jacksonville, Fla.—Jacksonville Educational Television Inc. seeks ch. 59; ERP vis. 2,731 kw; aur. 273 kw; HAAT: 690 ft. Address: 1211 Lee Rd., 32211. Principal is nonprofit corporation headed by Dr. Judy Fiorentino. Filed Sept. 22.

■ Ocala, Fla.—Gospel Horizons Corp. seeks ch. 29; ERP vis. 869 kw; aur. 87 kw; HAAT: 542 ft. Address: 324 West Marino St., Miami Beach, Fla. 33139. Principal is nonprofit corporation headed by Garth R. Thompson. Filed Sept. 22.

■ Ocala, Fla.—Palmetto Broadcasters Associated for Communities Inc. seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 915.12 ft. Address: 1101 South Olive, Ave., West Palm Beach, Fla. 33401. Principal is headed by Claude H. Rhea. It has no other broadcast interests. Filed Sept. 18.

■ Mineola, N.Y.—Wood Co. Broadcasting seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 518.4 kw. Address: 523 South Hill Ave., Tyler, Tex. 75702. Principal is owned by Adelita Carter, who has no other broadcast interests. Filed Sept. 18.

■ Mineola, N.Y.—Steven Sparks seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 273 ft. Address: 1315 South Lyons Ave., Tyler, Tex. 75701. Principal has no other broadcast interests. Filed Sept. 23.

■ Charlotte Amalie, V.I.—Broadcast International Inc. seeks ch. 43; ERP vis. 100; aur. 100 kw; HAAT: 1,555 ft. Address: 111 Massachusetts Ave., Washington 20001. Principal is owned by Catherine M. Thomas, B. Milele Archibald, Judi Moore Smith, Claudia T. Carty and three others. It has no other broadcast interests. Filed Sept. 23.

■ Mayville, Wis.—Lancer Television Co. seeks ch. 52; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,224.2 ft. Address: 1719A S 44th St., West Milwaukee, Wis. 53214. Principal is owned by Clayton Lance Hannes, who has no other broadcast interests. Filed Sept. 22.

Facilities Changes

Applications

AM's

Tendered

■ WLPO (1220 khz) LaSalle, Ill.—Seeks CP to increase night power to 500 w. App. Sept. 29.

■ KLOH (1050 khz) Pipestone, Minn.—Seeks CP to increase power to 10 kw and make changes in ant. sys. App. Sept. 22.

■ WJKM (1090 khz) Harts[illegible]e, Tenn.—Seeks CP to change city of lic. to Lebanon Tenn., and change TL. App. Sept. 29.

Accepted

■ KPTO (890 khz) Citrus Heights, Calif.—Seeks MP to change power to 50 kw, DA-D, 250 w, DA-N; change TL, and make changes in ant. sys. App. Sept. 22.

■ KOFY (1050 khz) San Mateo, Calif.—Seeks CP to increase day power to 50 kw; install DA-2; change TL, and make changes in ant. sys. App. Sept. 24.

Summary of broadcasting
as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ WJBX (1450 khz) Bridgeport, Conn.—Seeks CP to change TL and make changes in ant. sys. App. Sept. 22.

■ WCTT (680 khz) Corbin, Ky.—Seeks CP to change ERP to .77 kw, nonDA-D, 880 w, DA-N and make changes in ant. sys. App. Sept. 22.

■ WONS (1030 khz) Pleasure Ridge Park, Ky.—Seeks MP to change TL. App. Sept. 22.

■ WBGR (860 khz) Baltimore—Seeks MP to augment standard DA pattern. App. Sept. 26.

■ WDGY (1130 khz) Minneapolis—Seeks mod. of lic. to operate transmitter by remote control. By separate app., seeks CP to augment nighttime radiation pattern. Apps. Sept. 26.

■ WOTW (900 khz) Nashua, N.H.—Seeks MP to change TL and make changes in ant. sys. App. Sept. 26.

FM's

Tendered

■ *WPCS (98.3 mhz) Pensacola, Fla.—Seeks CP to change freq. to 89.5 mhz; change HAAT to 1,328.4 ft., and change TL. App. Sept. 24.

■ *KWDM (88.9 mhz) West Des Moines, Iowa—Seeks CP to change ERP to 100 w and change HAAT to 171.87 ft. App. Sept. 25.

Accepted

■ WRIT (92.7 mhz) Stuart, Fla.—Seeks CP to change TL and change HAAT to 328 ft. App. Sept. 24.

■ KFTZ (103.3 mhz) Idaho Falls, Idaho—Seeks mod. of CP to change TL. App. Sept. 24.

■ *WJHK (90.7 mhz) Lawrence, Kan.—Seeks CP to change ERP to 215 w. App. Sept. 22.

■ WMKR-FM (106.5 mhz) Baltimore—Seeks mod. of CP to change TL; change ERP to 11.2 kw, and change HAAT to 1,043.04 ft. App. Sept. 24.

■ *WHFC (91.1 mhz) Bel Air, Md.—Seeks CP to change TL and change HAAT to 226 ft. App. Sept. 24.

■ WJML-FM (98.9 mhz) Petoskey, Mich.—Seeks CP to change TL and change HAAT to 1,000.07 ft. App. Sept. 24.

■ WPXY-FM (97.9 mhz) Rochester, N.Y.—Seeks CP to install aux. sys. App. Sept. 24.

■ WRQC (92.3 mhz) Cleveland, Heights, Ohio—Seeks CP to change TL; change ERP to 32.4 kw; install DA, and change HAAT to 547.1 ft. App. Sept. 24.

■ WAIV (96.1 mhz) Cape Charles, Va.—Seeks mod. of CP to change TL and change HAAT to 481 ft. App. Sept. 24.

Actions

AM's

■ KROQ (1500 khz) Burbank, Calif.—Dismissed app. to move SL outside city of lic. Action Sept. 15.

■ WPOM (1600 khz) Riviera Beach, Fla.—Returned app. to increase day power to 5 kw; increase night power to 4.8 kw; install DA-2, and change TL. Action Sept. 17.

■ WSJP (1130 khz) Murray, Ky.—Granted app. to increase day power to 2.5 kw, install DA-2, and make changes in ant. sys. Action Sept. 17.

■ WQSN (1470 khz) Kalamazoo, Mich.—Granted app. to add night service with 1 kw; change TL, and make changes in ant. sys. Action Sept. 17.

■ WBIP (1400 khz) Booneville, Miss.—Granted app. to make changes in ant. sys. Action Sept. 16.

■ WAMN (1040 khz) Green Valley, W. Va.—Granted app. to operate transmitter by remote control. Action Sept. 16.

■ WQWM (1050 khz) Kaukauna, Wis.—Granted app. to operate transmitter by remote control. Action Sept. 3.

FM's

■ KADX (92.1 mhz) Castle Rock, Colo.—Granted app. to change ERP to 822 w. Action Sept. 22.

■ KBRQ-FM (105.1 mhz) Denver—Granted app. to change DA pattern and change HAAT to 1,168.9 ft. Action Sept. 18.

■ KLMO-FM (104.3 mhz) Longmont, Colo.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 980.72 ft. Action Sept. 12.

■ WFBQ (94.3 mhz) Indianapolis—Granted app. to change TL; change HAAT to 891.5 ft., and make changes in ant.